

## Marketing "Roll Out" Meeting

On Sept. 14, all HTA contractors met at Hawaii Convention Center and presented their marketing plans for 2005 at a public meeting. Takashi Ichikura, Executive Director was present for HTJ and announced its plans for the coming year following the review of its 2004 activities.



In 2005, HTJ will continue its efforts to re-brand Hawaii as a destination that is "beyond your imagination." Our focus will be on quality visitors i.e., those who stay longer and spend more while vacationing in Hawaii. HTJ will also continue to promote Hawaii from the angles of its tradition and culture, while

also providing the Japanese market with good reasons and purposes for coming to Hawaii, such as education, sports, beauty and wellness.

In our communication program, a new tagline "Discover Aloha" is introduced as a means to talk about aloha spirit, culture and tradition, in addition to continuing to communicate our 6 islands, 6 surprises theme. Jake Shimabukuro will continue to work for us as a "navigator" to take the audience through the history and culture as well as the people of Hawaii. New collateral pieces will also be produced in 2005, which will include the maps of the six islands. Our PR activities will also be based on the concept of "Discover Aloha" and try to maximize exposure opportunities through quality media.

HTJ will also continue to carry out or take part in various promotional events with greater focus on entertainment, quality and synergy created by various communication vehicles in order to maximize the impact. The 2005 promotional event campaign will kick off in December 2004 with a special Christmas and Year-End, New Year event, which will be followed by an announcement of the marketing plans for the travel trade.

Next year is also the year of Aichi Expo (March 25 ~ Sept. 25). Again, HTJ will seize this opportunity to make an appeal to the Expo visitors of the wonders of Hawaii.

In 2005, HTJ will continue to be very active in participating in JATA, sponsoring FAM and press tours, holding seminars and workshops for the travel trade.

We hope you will look forward to the "new and improved" HTJ marketing activities in 2005.

Mr. Ichikura's presentation is posted on the HTA website: [www.hawaii.gov/tourism/](http://www.hawaii.gov/tourism/).

## Tourism Conference: Mr. Nakatani's Presentation

On Sept. 13, HTA hosted the first Tourism Conference where current issues and global trends pertaining to tourism were discussed by industry leaders. Mr. Shunsuke Nakatani from Dentsu, Tokyo, spoke about the most recent trends in the Japanese consumer market. Following is a synopsis of his presentation:

There are three distinct phenomena in the Japanese market today:

1) graying society, 2) growing internet literacy and 3) the awakening of individualism.

The first phenomenon of the graying society: The Japanese baby boomers, ages between 50 and 59, will be reaching their retirement in five to six years and totally change the profile of senior citizens. They are active and energetic with discretionary income that will allow them to enjoy life. They are into fast cars and rock'n roll, and are active global travelers. Women in this age group are into good clothes and great food shared with friends. The active baby boomers are definitely changing the image and lifestyles of the older consumers.

The second phenomenon is the high internet literacy: Last year, more than 60%, or 77 million people, were using the internet in Japan. The extensive use of the internet has affected how people communicate, gather information, and shop. Among people aged 13 to 39, the usage rate exceeds 90%, which is worthy of note as the Japanese between the ages of 25 and 34 form the Japanese echo boomers, form the second largest population after the first baby boomer generation.

The third phenomenon is the leisurely lifestyle that the Japanese have discovered and the awakening of individualism. After the bursting of the bubble economy, more and more people are beginning to appreciate a slower pace of life and began preferring and not being afraid to assert their individual taste, style and preferences.



The first consumer trend that emerged against this background is the pursuit of authenticity. They are beginning to find value in what is real and what is true, such as history or nature. Green tourism and farm stay are some of the ways they experience the "authentic life" that the Japanese are beginning to forget. There is also a movement to reevaluate the traditions and culture, such as *yukata* (cotton summer kimono), traditional style Japanese restaurants (preferred over the once popular American fast food chains) and they are in search of a true gastronomic satisfaction through mail order shopping (\$28 billion market).

The second trend is "design consciousness." Consumers look for snappy or smart designs that can be conversation pieces. Closer attention is now being paid to the interior design and décor of hotels. These "designer inns" create a luxurious and exotic atmosphere and heighten the feeling of being "away from home." Again, these hotels come at a higher cost than the ordinary hotels, but are especially favored by seasoned female travelers.

The third trend is "individual taste and life style." Japanese consumers are no longer faceless members of a crowd but each one an individual with a strong sense of independence and personal preference.

The fourth is the health and wellness boom. Many consumers are concerned about their health and food. This is exemplified by the growing popularity of yoga and walking as well as a growing concern for food traceability and safety. When health-consciousness is combined with entertainment, many venues featuring hot springs started to appear in the midst of Tokyo. They also seek to refresh themselves, both body and soul at spas, to find relief from daily

### [Hawai'i Tourism Japan]

stress.

To sum it up: (1) The volume segments in the Japanese market are formed by the active Japanese baby boomers (50 – 59) and the internet-savvy echo baby boomers (25-39). (2) You must use ingenuity in communicating with today's Japanese consumers. A Japanese language web site is a must if you wish to reach the consumers the majority of whom use the internet. (3) Creative ideas are a must to stimulate the senses of the Japanese consumers. Good designs and authenticity are some of the things they look for. (4) They have a new sense of value. They are more individualistic and they welcome customized, more personalized products and services.

Mr. Nakatani's power point presentation is posted on the HTA web site, [www.hawaii.gov/tourism/](http://www.hawaii.gov/tourism/).

### JATA Report



JATA/World Travel Fair 2004 was held at the Tokyo Big Sight in Odaiba from Sept. 24 to 26. A total of 29 marketing partners and four Island Chapter Visitors Bureaus participated in this major event of the year. HTJ set up an HTJ/Hawaii Pavilion under the concept of "6 islands, 6 surprises," and also provided

music and entertainment from Hawaii. Jake Shimabukuro performed twice every day to a growing number of audiences and Miss Hawaii 2004 sang, signed autographs and posed with visitors and smiled at cameras. A total of 101,641 visitors (35,533 from the trade, 66,108 general public) came to the Travel Fair. Although it is difficult to determine the exact numbers, to help you get an idea of how many people came to the HTJ/Hawaii Pavilion, we distributed a total of 32,000 stamp rally sheets, gave away 10,569 stamp rally prizes, and handed out 23,156 HTJ shopping bags.



### Media Exposure

#### TV

Through HTJ, Hawaii was given exposure in a 2-hour TV program, "How Cruel! A Middle-Aged Man's Journey to Hawaii" aired nationwide from 1:30 p.m. to 3:25 p.m., Sept. 12, 2004 (Sun.).

#### FM Radio

Since April this year, Shonan FM has been featuring Hawaii every Friday in one of its programs and HTJ has been providing information. Once a month, they invite a guest to talk about the attractions of Hawaii. From April through July, the program featured

staff from each island's Visitors' Bureau.

In August, an HTJ liaison introduced the events in Hawaii and in September, an HTJ staff member in Shiodome talked about JATA/WTF in Odaiba. This program will continue for another six

months due to great demand by the listeners.

During the World Travel Fair, Jake appeared in a live half-hour radio broadcast on NACK5 at an event held at DECKS Tokyo Beach, organized by the JATA Secretariat.

#### PR Activities

SeeAmerica Media Marketplace: Sept. 21 (Tues)

HTJ set up a booth, provided the latest information on HTJ and Hawaii and introduced the upcoming press tour to approximately 100 attendants from the media.

#### 8011 web.com

We provided various Hawaii related information to a web site, 8011 web.com scheduled for launch in early October. HTJ also talked about its activities in an interview on "Who's Who" which will feature various personalities from Hawaii, such as Jake Shimabukuro and Keali'i Reichel. 8011.web.com includes News Stand (introduces events, hula, surfing, shopping), Pickup Interview (introduces various companies that offer Hawaii-related services) and 8011 Mart which features gift offer programs, and collaboration products.

### From the HTJ Tokyo Newsletter

#### Soft Launch of Hawaii Visitors' Guidebook (Newsletter Vol. 18: Sept. 4, 2004)

HTJ supported Zenrin Datacom and Sourcenext by providing them with information and various materials for the soft launch of their "Zenrin Datacom Hawaii Visitors' Guidebook." It is a software product that allows you to search various tourist information about Hawaii. It contains a digital map of Hawaii and the information that covers a wide range of categories, from activities to restaurants, hotels, car rentals, weddings, and other events.

E-mail: [support@zenrin-datacom.net](mailto:support@zenrin-datacom.net)

URL: <http://www.sourcenext.com/products/hawaii/>

#### Promotional Events at JATA/ World Travel Fair (Newsletter Vol. 19: Sept. 10, 2004)

HTJ will set up an HTJ Pavilion at the upcoming JATA/World Travel Fair (Sept. 24 – 26) and hold various promotional events at the site. Jake Shimabukuro, Olena Rubin, Miss Hawaii 2004, Leahi with Jackie & Alike, and this year's Merrie Monarch winners, Hula Halau Na O Kaholoku will be performing on stage.

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#### "Let's Sing 'Rainbow' and Go to Hawaii" Campaign Support (Newsletter Vol. 20: Sept. 16, 2004)

"Rainbow" is the title of the instrumental piece Jake Shimabukuro

wrote for HTJ. He wrote lyrics to this music, which were translated into Japanese and now the song has become available through the catalog-shopping JOYSOUND. To mark this occasion, HTJ is supporting a collaborative campaign "Let's Sing Rainbow and Go to Hawaii" run by JOYSOUND and Sony Music International, from Sept. 27 through December 15. Campaign participants are asked to send in a key word that appears in the song and two winning couples will receive round trip tickets between Narita and Honolulu. Prizes also include an ukulele with Jake's autograph

Mahalo for reading our newsletter. If you have any comments or suggestions, please send them to [k.tanji@htjapan.jp](mailto:k.tanji@htjapan.jp).

Mahalo

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